

HOW TO BOOST REVENUE WITH **MENU PHOTOGRAPHY**

Menu photography can help attract new customers, increase order size, and improve your business's visibility in the DoorDash app. Merchants who add photos to their menu items see up to a 44% lift in monthly sales compared with items without photos.



CHECK YOUR LIGHTING

Use natural light in the early afternoon or use a bright indoor light source directly above your dish.



KEEP YOUR PHOTOS SIMPLE

Avoid flashy or cluttered backgrounds. Instead, use straight-on or overhead shots that highlight the food.



FOCUS ON THE DISH

Depict your dishes as accurately as possible. Don't over-exaggerate portion sizes or add sides.



BE CONSISTENT

Shoot everything at the same time of day and with the same layout to make your menu cohesive.



EDIT LIGHTLY

Crop and straighten photos and adjust the light balance as needed, don't edit colors or add filters.



"You see our steak and cheese oozing on a plate, and it makes you want to order it immediately."

Bob Lesando
President of Santini's

GET FREE PROFESSIONAL PHOTOS*

You get up to 20 mouthwatering photos of your menu items and a header shot of your store to make your store page pop, the only cost to your business is the food itself.

For those on the **Premier** Pricing plan, you'll receive a \$200 credit to cover additional costs like food or styling, meaning you can take advantage of this professional photoshoot at no additional cost to your business.

With this service, you use these photos on DoorDash, your website, social media accounts, and promotional materials. You cannot use the photos on any other third-party delivery platforms.

*Subject to availability in your area.